



The
Wildlife
Trusts



The Wildlife Trusts Strategy 2030

Bringing Nature Back

A coastal landscape featuring a rocky shore in the foreground. The rocks are covered with patches of bright yellow seaweed. In the lower right corner, several tall, thin green stems with clusters of small, light pink flowers are in bloom. The background shows a calm, blue-grey sea extending to a hazy horizon under a soft, overcast sky.

We need to restore
nature at a global scale,
on land and at sea, and
we need to **do it now**.

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Delivering nature recovery in a volatile world

We need to restore nature at a global scale, on land and at sea, and we need to do it now. This refreshed Strategy 2030 sets out how, together, The Wildlife Trusts will help reverse nature's decline by the end of the decade.

Five years on from launching Strategy 2030, I am proud of how far our federation has come. Together, we have strengthened leadership, worked more collaboratively, raised our voice as a movement, delivered ambitious projects, embraced innovation, unlocked funding, reached new supporters and built greater resilience.

We have done this despite a challenging external environment. Climate and nature crises are intensifying, economic pressures are growing, politics is increasingly fragmented, and rapid technological change is reshaping how we work. None of that lessens the need for action; if anything, it makes the case for nature's recovery even stronger.

Across the UK and Crown Dependencies, I believe The Wildlife Trusts have a distinctive role to play: rooted in communities and place, trusted to bring people together, determined to turn practical solutions into real action on the ground, and able to draw on and contribute to wider global conservation effort.

The years ahead will bring both uncertainty and opportunity. We know that biodiversity loss and ecosystem collapse carry profound risks for our economy, our security, and our wellbeing. Misinformation, disinformation, financial pressures, and rising costs make progress harder, but they also underline why a coherent, system-wide response is so essential.

And yet I remain optimistic. Since Strategy 2030 was first published, nearly 200 countries have adopted the Kunming-Montreal Global Biodiversity Framework, including the commitment to protect 30% of land, seas and inland waters for nature by 2030. That matters, and we will continue to hold governments to account for delivering it.

I also take heart from what recovery looks like in practice: species returning, including beavers; growing support for regenerative farming and nature-based solutions; and a growing public understanding that nature is not a 'nice to have,' but the foundation of a healthy society and thriving economy.

As we look to 2030, we need to sharpen our focus, strengthen our resilience, and keep evolving how we work. We need to grow a broader, more inclusive movement, build confidence in the tools and systems that connect us, and secure the funding and capability needed for the years ahead.

In this increasingly volatile world, I believe The Wildlife Trusts can be a unifying force: bringing people together, championing evidence-led solutions and helping create a wilder future through collaboration and bold action.

Everything we have done so far has laid the foundations for what comes next. This updated Strategy 2030 sets out how we will build a more agile, empowered, and impactful movement for nature, because a thriving natural world matters not only in its own right, but because all of us depend on it.

And yet I remain optimistic. Since Strategy 2030 was first published, nearly 200 countries have adopted the Kunming-Montreal Global Biodiversity Framework.

Craig Bennett

Chief Executive of The Wildlife Trusts



We are in the midst of a climate and ecological emergency. This is no longer an abstract future threat: we are already seeing the effects in extreme weather, declining biodiversity and the erosion of the **natural systems** that support our health, food, water and wellbeing.



We cannot solve one crisis without tackling the other. Nature's recovery is essential to climate action, and climate stability is essential to nature's recovery. Slowing decline is no longer enough: we must reverse it and put nature into recovery at scale and at pace.

Only by restoring biodiversity can we strengthen climate resilience, support food security, improve health and create a more secure future for people and wildlife alike.

The case is practical as well as moral. Our economy depends on nature, not the other way around. Nature loss threatens prosperity, health and resilience, while investment in recovery can reduce costs, improve wellbeing and help build a nature-positive economy.

Put plainly, life as we know it depends on nature's recovery.

Yet this is still not a message that has fully landed. While many people care about protecting nature, we need much wider recognition that restoring it is fundamental to our economy, security, health, and future.

That means bringing people with us. Nature's recovery must be done with people, not to them: through inclusive, community-led action that gives more people the confidence, relevance and agency to play their part.

The Wildlife Trusts are uniquely placed to help make this happen.

Rooted in local communities and place, and backed by nearly one million members, Wildlife Trusts combine deep local knowledge with collective reach across the UK and Crown Dependencies. That gives us a distinctive ability to mobilise people, work with partners and deliver change on the ground as part of a coordinated shared vision.

Our distinctive contribution is clear: local action, collective impact, and a movement that connects people to a bigger story of recovery.

We will share real community stories that show how restoring nature benefits people as well as wildlife, helping more people see why this matters and where they fit within it. In the face of anxiety and uncertainty, we will offer hope grounded in action and build trust by welcoming those who have too often felt excluded from the nature story.

By supporting more people to take meaningful action for nature in their communities, we can grow a broader, more confident and more inclusive movement. Community organising, campaigning, volunteering and citizen science all help turn concern into participation, giving people a stronger sense of agency while also generating the stories, relationships and evidence that strengthen our work.

As that movement grows, so does our ability to influence decisions and drive change at a bigger scale. A larger, more engaged base of people gives us greater legitimacy, public support and reach; stronger local action and better evidence improve our ability to shape policy, attract investment and work with partners; and together these things increase our collective impact for nature.

The choices we make now will shape life for generations. The Wildlife Trusts will help more people choose the wild life: making nature a priority, taking action for its recovery, and building a future in which people and wildlife can thrive together.

A small, fluffy brown mouse is the central focus, standing on a moss-covered rock. The background is a soft-focus forest floor with fallen leaves in shades of brown and orange, and several thin, light-colored twigs. The lighting is natural, highlighting the texture of the mouse's fur and the surrounding environment.

Our vision...

is of a thriving natural world, with our wildlife and natural habitats playing a valued role in addressing the climate and ecological emergencies, and everyone inspired to get involved in nature's recovery.



Our purpose

Our purpose is to bring wildlife back, to enable and empower people to take meaningful action for nature, and to create an inclusive society where nature matters.

Our approach

Slowing nature's decline is not enough. We need to restore nature at scale and at pace, drawing on our conservation expertise, federated strength and ability to bring people together.

We speak with a bold, evidence-led voice about the state of nature and what is needed to put it into recovery.

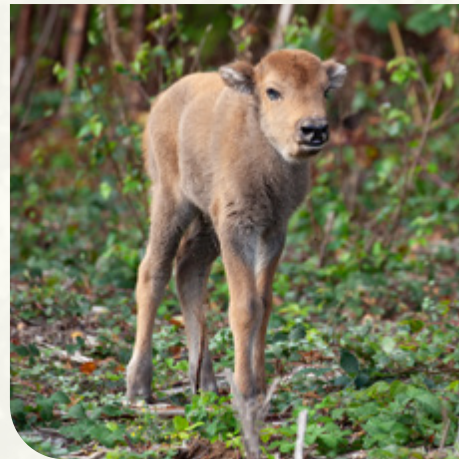
As a grassroots movement, we are rooted in local communities, where we create and care for wild places and work with partners to deliver practical change on land and at sea.

We want to be an open movement for everyone, enabling people of all ages, backgrounds, cultures, identities and abilities to play their part in nature's recovery.

As a network of Wildlife Trusts across the four nations of the UK and Crown Dependencies, we turn local action into collective impact. Our differences are a strength, and together we aim to be more than the sum of our parts.

As a founding member of the International Union for Conservation of Nature (IUCN), we help deliver global conservation goals locally and contribute our experience to conservation efforts beyond the UK.

Together, we are the UK's biggest and fastest growing movement for nature.



The Wildlife Trusts' Strategic Framework

How we will deliver our vision

Our Strategic Framework sets out how we will deliver our vision for 2030:

- Strategic Goals and the alignment of the vision and goals with the means to achieve them.
- Outline of the transformational efforts that will be required, together with the enablers that make them possible.
- Structured view of how our collective strategy is executed across the movement and how we monitor and demonstrate the impact.

Our Strategic Goals

Our three strategic goals set out what we believe needs to happen by 2030 in pursuit of our longer-term vision of a thriving natural world. Whilst set out as distinct, these goals are interdependent and highly connected, and achieving nature's recovery will require all three to be achieved. They define the direction and purpose of our strategy.

Our 3 Goals



A close-up photograph of two puffins, likely Atlantic puffins, standing in a field of white flowers. The puffin in the foreground is in sharp focus, showing its black and white plumage and its distinctive colorful beak with a yellow patch. The background is a soft-focus field of white flowers, creating a natural and vibrant setting. The text is overlaid on the left side of the image.

Goal 1

Nature is in recovery with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive.



The UK is one of the most nature-depleted countries in the world, with increasingly fragmented remnants of habitat isolated across our land and seas. We know that 41% of our species have declined in abundance since the early 1970s, and 15% of our species are threatened with extinction.

Given these historic and more recent losses, it is no longer enough just to protect the wildlife that remains. The Wildlife Trusts will be at the forefront of efforts to reverse the declines in nature, on land and at sea.

We will put nature firmly in recovery by making more space for wildlife to thrive and connecting habitats at a landscape scale, restoring the abundance of nature and restoring functioning ecosystems; for example, making sure our wetlands are wet, and reintroducing missing 'keystone' species.

Working with partners and influencing others, from farmers and fishers to businesses and politicians, we will restore natural processes and reconnect wilder land and seascapes to bring our wildlife back at scale, and create places where people and nature can thrive together.



Goal 2

More people feel able to take meaningful action for nature and the climate, resulting in better decision making for the environment at both the local level and across the four nations of the UK.



People are the key to nature's recovery. We need nature, yet we are increasingly disconnected from our natural environment. As Sir David Attenborough has said "No one will protect what they don't care about; and no one will care about what they have never experienced."

It is clear that the people of the UK love nature – polling by More in Common for Climate Outreach in the Britain Talks Climate & Nature report in 2025 found that 83% of those polled said they always found beauty in nature with similar numbers saying that nature made them very happy. This was true across people of all backgrounds and political persuasions, clearly demonstrating that Nature is one of the few areas which unites across society.

Yet at the same time many people feel unwelcome and unsafe in green spaces, unable to access wild places close to where they live, and that they do not have the power and agency to take action for nature. Too often, this is associated with underlying issues in society of discrimination, privilege, or oppression. The environment sector must do more to overcome this and at The Wildlife Trusts we want to play our part to ensure that our internal culture is inclusive.

The Wildlife Trusts will work to engage people of all ages, identities, cultures, backgrounds and abilities, supporting them to value, enjoy, speak up and take action for wildlife. We will connect people with natural spaces and nurture their sense of belonging within them through improved community engagement and organising, and creating safe and inclusive wild places close to where people live, work and play.

We know that some sectors of society are more at risk than others from the impacts of global challenges, particularly young people who will most keenly feel the impacts of the climate and ecological emergency over their lifetimes and those from disadvantaged backgrounds. For these groups, issues around social justice are embedded within wider climate and ecological issues.

We will engage underrepresented groups, listen to our supporters, connect people together, and enable and empower them to effect real change, so that we can drive better decision making for nature across the political and corporate sphere, at the local, regional and national level.

Goal 3

Nature is playing a central and valued role in helping to address local and global problems and is recognised as the essential infrastructure that supports the systems that society depends on.



Locally, nationally and globally, humanity is facing multiple challenges from the collapse of natural systems and a warming global climate. There is also evidence of marked declines in the physical and mental wellbeing of some people, particularly in more vulnerable parts of society.

We will not be able to tackle these problems unless we let nature help.

All too often, decision makers are not aware or fully appreciative of the role nature could and should be playing in helping society address these challenges and drive positive change. Degraded and exploited natural systems are not able to provide the nature-based solutions that are such a big part of the answer, and people and communities disconnected from nature are unable to fully access and value the wide range of benefits nature can bring into our lives.

The Wildlife Trusts, working in partnership with others, will restore our natural ecosystems at scale and demonstrate what is possible, so that natural habitats can store and sequester carbon, help prevent flooding, reduce soil erosion, improve soil fertility, provide pollination services, allow nature's recovery at sea, and support improvements to people's physical and mental wellbeing.

We will use our collective voice to advocate for how - as a society - we could and should be using nature-based solutions and working with natural assets to help address multiple challenges and drive positive change. We will also hold UK and devolved governments to account for delivering on their international biodiversity and climate commitments, including the Global Biodiversity Framework.

Our Strategic Transformations

Since launching Strategy 2030, we have made significant progress on developing new ways of working.

But achieving our ambitious goals will require The Wildlife Trusts to continue to challenge ourselves across the five key shifts or changes identified in Strategy 2030 over the next five years to collectively take things to the next level.

Each transformation will require resources, time, leadership, determination and coordination to be realised. Taken together, they will not only help us achieve our goals for 2030, but they will also result in a much stronger and more effective Wildlife Trust movement for the longer term.



1

Supporting and developing Wildlife Trusts as strong and effective independent actors.

2

Working effectively as a distributed network of Wildlife Trusts and have in place the structures and systems we need as a collective movement.

3

Inspiring community organising and mobilising, especially amongst young people.

4

Continue the federation's digital transformation by turning our strong foundations into everyday impact in a collaborative and co-created way.

5

Delivering a step-change in the scale and diversity of funding for nature's recovery.

Our Enabling Priorities

Strategy 2030 identified the five core enabling priorities that represent the most important foundational capabilities, investments and initiatives we need in place to enable us to realise our strategic goals and achieve the transformations set out in this strategy.

These actions form a continuous process that underpins our collective ability, as a federation and movement, to achieve our vision of a thriving natural world.

1

Getting our own house in order across key areas by using improved frameworks, openly sharing progress, with all trusts knowing how to access the support and resources they need.

2

Ensuring our nature reserves and land assets are the foundation for nature's recovery.



3

Developing clear and consistent evidence-based policies.

4

Investing in a high-skilled and diverse staff, trustee and volunteer network and building a movement-wide learning culture.

5

Speaking with a bold and confident voice as a movement, further increasing our impact and influence.

Our Impact Measures and Signals of Success

How we will know our strategy is working

Strategy Implementation Pathway

To ensure that we are implementing our vision and strategy we put in place a Strategy Implementation Pathway – this brings together over 150 representatives of staff and trustees from across our federation to have oversight of the development and implementation of the Goals, Transformations, and Enabling Priorities that have been agreed collectively.

This diverse group breaks down the strategy into a series of milestones that need to be achieved each year, and these are updated and reported on annually alongside our annual impact reporting. In addition, leaders from across the federation come together several times throughout the year to consider progress, learn what is being achieved from each other and internationally, and to address issues where necessary.

Impact Measures

To understand if we are achieving our goals and delivering impact, we have put in place a number of impact measures and signals of success that are monitored and reported against annually

Goal 1

Nature is in recovery

- > Nature will be in recovery; at least 30% of land and seas will be actively managed for nature's recovery in every part of the UK.
- > Wildlife will be abundant and diverse; the abundance and diversity of wildlife will be increasing significantly in every part of the UK.
- > Natural processes will be operating effectively; the UK's natural processes and ecological systems will be more intact and functioning significantly better on land, in freshwaters and at sea.



Nature is the essential

Goal 2

More people are choosing to take meaningful action

- > We will enable a ripple effect of meaningful actions to create a tipping point of people and communities driving better choices, for nature and climate.
- > We will facilitate reciprocal relationships within all communities by valuing what each can do based on their resources and situation to positively contribute.
- > We will be working collectively to consistently deliver our core messages with every Wildlife Trust showing a commitment to equity, accessibility, and inclusion by building diverse community networks that are better able to support nature recovery, bring people together, and improve wellbeing.



Goal 3

Nature is playing a central and valued role

- > Nature will be playing a more significant role in keeping people healthy and reducing health inequality; we will support at least 30% more people by 2030 to take part regularly in outdoor activity in high quality accessible natural green and blue spaces near where they live.
- > Nature will be playing a much more significant role in tackling climate change and water security; we will double our delivery of nature-based solutions for climate and water security by 2030.
- > Nature will be playing a more significant role in increasing food security; by 2030 we will double the land and sea area covered by our projects that support pollinating insects, improved soil health, and support healthy fish stocks.



infrastructure that supports the systems that society depends on

Signals of Success

To understand how we are delivering the changes we need to, in order to achieve our goals, we have identified some fundamental measures of how we work together, and with others, to successfully deliver the outcomes of Strategy 2030 and beyond:

Local ownership, improved consistency, and increased adaptability

- All Wildlife Trusts have their own strategy in place with clear, locally prioritised and locally-owned goals that align with and demonstrate contribution to The Wildlife Trusts' Strategy 2030 and beyond, and how the collective delivery contributes to the local impact.
- Wildlife Trusts are working together to enable all members of the federation to operate on a consistent level across the movement and to be contributing towards our collective vision.
- All Wildlife Trusts are able to capitalise on new and developing opportunities and effectively adapt to changing external events, including embracing structural, behavioural and system changes, leading to greater co-development, creation of more opportunities to work together, and opportunities to maximise local impact from our collective resources.

Widening participation, enabling local action, and supporting the next generation

- ▶ Increased numbers and diversity of volunteers and supporters who are connected and engaged in good quality regular activities that respond to their needs and aspirations.
- ▶ More ambassadors, representatives and supporters from Wildlife Trusts are embedded within local action groups, empowering and supporting people to take action locally.
- ▶ Strong quantitative and qualitative evidence that we are connecting, working together, and supporting a new generation of young and diverse community-based change makers.
- ▶ Increased numbers of people from all ages, backgrounds, cultures, identities and abilities, especially young people, are included in our decision-making processes and have leadership roles.

More equipped, impactful and engaged in delivering digital solutions

- ▶ Shared data, insights and emerging digital technologies are increasingly being used across the federation to inform strategic and operational decision-making, improve delivery, strengthen collaboration and build evidence of impact.
- ▶ The federation has strengthened shared services and trusts know how to access digital services and technology opportunities to land real change locally
- ▶ Wildlife Trust Staff at all levels, volunteers and Trustees have the confidence, skills and leadership to enable fully inclusive digital transformation

Access to resources and innovation in funding models and revenue streams

- ▶ Wildlife Trusts have access to a greater and more diverse range of resources, which remain principled and aligned with our values.
- ▶ In collaboration with partners, Wildlife Trusts are investing in and implementing innovative financing models that align with our vision of a thriving natural world.
- ▶ Digital fundraising provides Wildlife Trusts with a broader and more diverse membership base, with new revenue streams enabling a scaling up of charitable impacts.

Cultivating connections, sharing knowledge, and working in partnership

- ▶ Increased connections between Wildlife Trusts at all levels are having a measurable effect on our impact as is the significantly widened scope of partners and networks that we engage with.
- ▶ Strong and effective communities of practice are thriving, promoting knowledge sharing and collaboration between trustees, staff and volunteers right across The Wildlife Trusts movement, with clear connections and processes in place to learn from international peers and adopt wider conservation standards, tools and evidence where they strengthen our work.

Strategy 2030 – A trajectory to 2040 and beyond

The Goals of Strategy 2030 are deliberately ambitious. We recognise that the state of Nature in the UK is in crisis, and we are not blind to the challenging context of the past five years, but we maintain a vision of a positive future for society for 2040 and beyond if we act now.

And we must not lose sight of the prize if we can get this right. We know that nature can recover quickly, given the opportunity. If we are successful in delivery on the goals of our Strategy, we will have provided the foundation for nature's recovery – at pace and scale – into the future.

We will have bent the curve on species loss and started to see the return of wildlife to the mountains, woods, fields, towns, cities, rivers and seas across the UK – no future generation will grow up in a world with less nature in than their parents.

Individuals and communities from all backgrounds across the UK will be championing nature because it matters to them and they feel connected to it – people recognise the valued role that nature plays in their lives and in wider society, are supported and enabled to share their personal stories linking nature to identity and belonging, and have agency and are motivated to take action.

Politicians, business leaders, educators and decision makers will understand the importance of nature – we will have shifted public and political attitudes to ensure a healthy flourishing environment is recognised as non-negotiable, and encouraged many more people in

communities of all kinds to speak up and hold decision makers to account.

And we will have embedded nature-based solutions as a central principle of future-proof design infrastructure across our towns, cities, floodplains and wider countryside.

This will not mean that we have finished the job, but it will provide a springboard moving towards 2040 to continue to work towards a future where:

- > **Nature is woven into the fabric of society**, thriving, valued, and visible in every aspect of life, culture, governance and innovation – nature is recognised as the infrastructure that keeps society and its systems working.
- > **Nature leads the way**, it powers our policies, heals and invigorates our communities, and helps shape our future.
- > **We live with nature, not against it**, thriving together through bold choices and shared stewardship.
- > **Nature is the new normal**, it drives innovation, resilience, infrastructure planning & policy and wellbeing for all. Everyone belongs to nature and nature belongs to everyone.
- > **Nature is embedded in policy**, driving resilience, prosperity and public good, and investing in nature delivers measurable returns.

If we are successful in delivery on the goals of our Strategy, we will have provided the foundation for nature's recovery – at pace and scale – into the future.





The Wildlife Trusts – local to global, a movement for nature

The Wildlife Trusts share the following fundamental values and beliefs, which underpin our work across the movement.

Passion

Everything we do is driven by our desire to make the world a better place. Our passion for nature is the prime motivator for our skilled and dedicated team. Trusts are experts in local wildlife. We focus our energy on where we are uniquely placed to deliver the most impact for wildlife, enabling us to work with purpose and focus.

Respect

We act with respect for nature, respect for people, and respect for diversity. We work collaboratively and champion inclusion and diversity within our communities, being locally sensitive whilst ensuring that we have impact beyond our borders.

Trust

We seek first to find the common ground. We accept that difference, competition and conflict exist, but we work openly, collaboratively and with tolerance.

We are part of the natural world, and wildlife is relevant to every part of our lives; everything we do has an impact on it, and the natural environment affects our health, our wealth, and our state of mind.

Integrity

We are committed to transparency and inclusivity within our actions and projects, co-designing to deliver the greatest impact for nature. We will always uphold our values and beliefs and speak truth to power.

Strength in diversity

We are comprised of 47 independent organisations that work as one movement, who hold unparalleled knowledge of the wildlife and natural systems within their communities across England, Wales, Scotland, Northern Ireland, Isle of Man and Alderney. We celebrate our differences and work to our common strengths.

Pragmatic activism

We seek radical change and bold thinking, but we are evidence-led and solution-focused and are convinced that working with partners and communities is the way to maximise our impact for nature.

A local and collective movement

The Wildlife Trusts are the only charity for nature established across the UK and Crown Dependencies, creating a movement that matches the scale at which wildlife and natural systems operate.

Our federation brings together 46 independent, place-based charities: 37 in England, five in Wales, plus the Scottish Wildlife Trust, Ulster Wildlife, Alderney Wildlife Trust and Manx Wildlife Trust. Each has its own legal identity, deep roots in its community and shared commitment to bring wildlife back and create a society where nature matters.

Every Wildlife Trust is part of the federation and a corporate member of the Royal Society of Wildlife Trusts (RSWT), founded in 1912. Together, these 47 charities form The Wildlife Trusts: a shared movement with national reach and strong local roots.

This enables every Trust can respond to the needs of its place, while contributing to a wider shared strategy. Our strength lies in combining local autonomy with collective ambition.

Differences between Trusts are a source of strength. They reflect the realities of different places and create space for innovation, while our interdependence as a federation gives us greater resilience, reach and influence than any one organisation could achieve alone.

What binds us is a shared purpose, common values and a commitment to work together in good faith. By collaborating across boundaries, developing shared services and common tools, and using our resources well, we can invest more in action on the ground and speak with greater power as a movement.

Our place in a global movement

The Wildlife Trusts are rooted in local action, but part of a wider global conservation movement. As a founding member of the International Union for Conservation of Nature (IUCN), we help deliver global goals locally while contributing our experience and learning to conservation debates beyond the UK.

These international links strengthen our wider movement by creating opportunities to share knowledge, learn from conservation practice elsewhere, and bring useful evidence, standards and partnerships into our work where they add value.

This is a two-way contribution: we help translate global ambition into practical action in the places we know best, and we learn from others tackling shared challenges such as peat, forests, oceans and migratory species.

We are not a small voice in nature's corner, we are the UK's biggest movement for nature. We are a million people choosing to protect and restore wildlife, including 33,000 active volunteers, over 4,100 staff and nearly 600 trustees.

We are a federation with 2,600 nature reserves, 123 visitor and education centres, 30 working farms, over £250million annual investment in conservation, research and education, and an enviable wealth of knowledge and experience, working to protect and restore wildlife in local communities, through the hallways of power and right around the world.





Choose fresh air.

Choose trees.

Choose blackberries in season.

Choose green and blue spaces.

Choose animals and plant life all around you.

Choose local and seasonal.

Choose a world where nature thrives.

Choose hope and opportunity.

Choose not to give in.

Choose to restore what we've lost.

Choose the **Wild Life**.



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